

## MAILER:

**Evergreene Homes**

## OBJECTIVE:

Evergreen Homes needed to put together a marketing program to promote a new boutique collection of luxury, urban townhomes in one of Arlington, Virginia's most distinguished neighborhoods. The goal of the campaign included creating excitement for the new townhome community, generating a priority interest list for the community, and enticing prospects to RSVP and attend a private preview event.

## SOLUTION:

A strategic email campaign was implemented featuring eight email deployments. Target audiences included high income renters and homeowners. We were also able to incorporate other high value homeowner targets such as the homeowners age, the homeowners home market values, and length of current residence. The campaign started with an introductory email showcasing the community, the neighborhood, pre-construction pricing, and local transportation. Initial interest was determined by asking recipients to join a priority list. Multiple follow-up emails included "Save-The-Date" information for the community preview event, RSVP reminders, and continued information highlighting the exciting updates about the community.

## OUTCOME:

The campaign was a huge success! Evergreen Homes had tons of people show up to their preview event. Evergreene Homes was also able to book appointments for 3 weeks out from the event. Evergreene Homes felt we definitely reached their target audience and was pleased with how serious the guests were about purchasing within the new community.

A PROPER SNEAK PEEK AWAITS



LIFE ON THE INSIDE OF CONNECTION.



A boutique collection of 12 luxurious, urban townhomes will soon seamlessly become part of the patchwork that makes Ballston so unique.

With precise designs, these homes are designed to work organically with the land and to maximize on style and space. And with four different house types, each home is as unique and sophisticated as those who will soon inhabit them. Be the first for a sneak peek below!

OVER 70 RESTAURANTS ACROSS THE STREET • STEPS TO BALLSTON METRO • DIRECT ACCESS TO THE DISTRICT • THE PERFECT NEIGHBORHOOD • CENTURIES IN THE MAKING.

JOIN US

RSVP TO OUR PRIVATE PREVIEW EVENT ON APRIL 6TH!

[RSVP HERE](#)

LUXURY TOWNHOMES BY  
**Evergreene**  
HOMES

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